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ABSTRACT

The central thesis of the meeting is the need for a systematic plan for the development of book production and distribution in the countries of Asia. The aim is to increase the annual per capita supply of educational books from an estimated level of 16 pages per person per year to 80 pages per person per year by 1980. The provisional minimum 1968 target for both general and educational books is estimated at a total of 160 pages per person per year. Attainment of these targets would require an expansion of book supply of at least 12.5% annually, on an average, in the region as a whole. The experts recommended the setting up of national textbook institutes to increase the supply of books for in-and out-of-school education. The potential scope for bilateral aid programs in all forms is considerable. (MM)

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UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

MEETING OF EXPERTS ON BOOK PRODUCTION AND DISTRIBUTION IN ASIA

Tokyo, 25-31 May 1966

FINAL REPORT

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INTRODUCTION

1. The Meeting of Experts on Book Production and Distribution in Asia was held in Tokyo from 25 to 31 May 1966.

2. His Excellency Eisaku Sato, the Prime Minister of Japan, in a message of welcome to the participants delivered on his behalf by Mr. Takajiro Inoue, Secretary-General of the Japanese National Commission for Unesco, expressed great satisfaction that the meeting had been convened in Tokyo.

3. The Prime Minister observed that the economic and industrial development of a nation should be accompanied by an overall development in the fields of education and culture. Consequently, Mr. Sato said, it was of prime importance to develop publishing activity in order to secure educational and cultural progress, and simultaneously promote prosperity and peace in the region.

4. Mr. Torajiro Takagaki, Chairman of the Japanese National Commission for Unesco extended his warmest greetings to participants drawn not only from Asia but from various countries throughout the world. He said that the most important rôle played by books was in the social and cultural development of nations. He therefore considered it very opportune that Unesco should have organized this conference and provided experts from various Asian countries with an opportunity to discuss ways and means of overcoming the difficulties that precluded people from enjoying wisdom through books.

5. Speaking on behalf of the Director-General of Unesco, Mr. Julian Behrstock, Head, Division of Free Flow of Information, recalled that the meeting had been convened because the time was considered ripe for action to increase the supply of books in the developing countries of Asia. Striking advances in printing and distribution techniques had made it possible to produce low-cost books on a vast scale but this "book revolution" had not yet brought its benefits to the developing countries of Asia. The acute shortage of books was a severe hazard to education and to social and economic progress generally in the region, and had to be met by the creation of sound domestic publishing industries.

6. The meeting unanimously elected the following officers from among the participating experts:

Chairman:	Mr. Seiichi Noma, President, Japan Book Publishers Association (JAPAN)
Vice-Chairmen:	H.E. Fereydoun Hoveyda, Under Secretary of State, Ministry of Foreign Affairs (IRAN)
	Mr. Ibne Insha, Director, National Book Centre of Pakistan (PAKISTAN)
	Mr. Dina Nath Malhotra, Managing Director, Hind Pocket Books Private, Ltd. (INDIA)
Rapporteur:	Mr. Mapatunage James Perera, Permanent Secretary, Ministry of Education and Cultural Affairs (CEYLON)

Participants

7. The meeting was attended by 38 experts in the book field, from 20 countries who had been invited by Unesco to participate in a personal capacity. Observers from a number of Member States and from international and regional organizations also took part. Four specialists served in the capacity of consultants to the Secretariat. A complete list of participants is attached (Annex).

Background

8. The meeting was held pursuant to a resolution adopted by the General Conference of Unesco at its thirteenth session (4.12), which noted the importance of book publishing as a means of "fostering mutual understanding and economic and social development". The General Conference had authorized the convening of meetings to draw up a co-ordinated programme for the promotion of book production and distribution in the developing regions. The present meeting in Tokyo, for the

Asian region, was to serve as a forerunner to a similar meeting envisaged for Africa, in 1968, and subsequently for the other regions concerned by the book problem.

9. The report of the present meeting was being sent to all Member States and Associate Members of Unesco, to interested international organizations and to all others concerned. The Director-General also contemplated taking it into account in a special report on a programme for book development to be submitted to the fourteenth session of the General Conference in October-November 1966.

10. The present report was adopted unanimously. It comprises two parts. The first reviews the problems of book development in Asia as they emerged from the discussion and the working papers. The second summarizes the main suggestions of the meeting for a programme of action.

I. PROBLEMS OF BOOK DEVELOPMENT IN ASIA

A. AN ASSESSMENT OF ASIA'S BOOK NEEDS

a. The rôle of the book

11. The meeting started with a general discussion on the rôle of books in economic and social development. The participants were unanimous as to the crucial importance of education and, in turn, of books as a means of promoting national development.

12. Statistics showed clearly that there was a relationship between the output of books and the rate of general development. Economists were recognizing more and more the importance of education as a productive investment.

13. It was also pointed out that the rapid advances in science and technology resulted in knowledge becoming more quickly out of date. Education was a lifelong process. Only through books and the other media was it possible to keep pace effectively.

14. Despite the appearance of new and powerful communication media, books still retained their pre-eminent position. They were easily the best tool for individual work; they provided a source of information that was available at all times and in all places; they constituted a storehouse of accumulated knowledge.

15. The fact that there was no longer any technical difficulty involved in producing books in vast quantities meant that Asia at last had within its grasp the possibility of making education truly universal throughout the region, of providing its immense population with the basic tools of knowledge which they required. This was the opportunity inherent in the so-called "book revolution".

16. Consequently, it was essential to transform publishing from a craft into an industry. At present, the raw materials needed for the physical production of books - from paper to presses - were largely lacking; many of the necessary publishing skills had yet to be developed; distribution channels still fell far short of what was needed and the creation of those channels was made all the more difficult by the huge distances involved and by the fact that so high a proportion of the population lived in rural areas.

17. The experts were none the less agreed that, formidable as they were, these difficulties could be overcome if a coherent and systematic approach to book development were to be adopted.

b. The present situation

18. With a population of about 910 million people in 1964, or 28% of the world total, the 18 developing

countries of the Asian region[1] produced 29,790 book titles[2], or 7.3% of the estimated world total (408,000 titles). This represented only 32 book titles per million population, as against a world average of 127, or an average for Europe of 418.

19. Some 10% of total titles published in 1964 were translations. The language most often translated was English, which appeared to account for perhaps half of total translations. Literature represented about one-third of translations; and law, the social sciences and education, on the one hand, and pure and applied sciences, on the other, about one-sixth each.

20. The situation of domestic production was even less satisfactory, in terms of book copies, than in terms of book titles. In 1964 the region produced an estimated 128 million copies, or only 2.6% of the world total (5 billion copies). Books produced in the region, moreover, usually contained fewer pages than in the industrialized countries.

21. The average number of copies printed per title (about 4,300) was considerably lower than elsewhere in the world. Since per-copy production costs fell very rapidly as runs increased, this low average run resulted in comparatively high book production costs (and book sales prices), and rendered book exports difficult.

22. Low runs could be attributed partly to the multiplicity of languages used in many of the countries of the region. Yet, a good proportion of local publishing was in non-Asian languages read only by a small percentage of the population; and the lack of books in national languages hindered the spread of book readership to important sectors, such as new literates.

23. Moreover, the subject matter of the region's book output seemed ill-suited to development needs. Probably not more than half of the copies published were of a strictly educational character. Only 10.6% of total book titles published dealt with pure or applied sciences as against for instance 20.57% in France, 21.32% in the United States of America, 54.2% in the Union of Soviet Socialist Republics and 26.74% in the United Kingdom.

24. The Asian region moreover relied heavily on imports for its supply of books. These imports could be estimated very roughly at from 27 to 37 million copies annually, or about one-quarter of regional output. A very large proportion of imports was accounted for by books in non-Asian languages. The import value of these books was in the vicinity of 20 million US dollars.

25. The region was dependent to a very large extent on imports for its supply of printing equipment. But imports of this type of machinery (for all types of printing) were very modest indeed - in 1963 they represented only about 5% of total exports of these goods from nine major industrialized countries. In 1963, the import value of these printing machines was about 18 million US dollars.

26. In addition, the region was a very substantial importer of some of the materials which went into the manufacture of books. Foremost among these was book paper. In recent years, the rate of growth of domestic capacity to manufacture all grades of paper had only been about 5 to 6%. The import value of newsprint and other printing and writing papers for all purposes was approximately 80 million US dollars, in 1963, for the 18 countries.

27. All of the above factors explained that, in 1964, the region's total supply of books (production plus imports was in the vicinity of 160 million copies, equivalent to only 0.18 copies per person (slightly over one-sixth of a book). This probably did not exceed the equivalent of two 16-page "book-units"[3] that is, 32 book pages per person and per year. As a very rough estimate, perhaps 16 of the 32 pages were accounted for by "strictly educational" books, and 16 pages by "general publishing".

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(1) The "Asian region", as used in this report, comprises the following 18 Unesco Member States: Afghanistan, Burma, Cambodia, Ceylon, China (Taiwan), India, Indonesia, Iran, Republic of Korea, Laos, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Thailand, Republic of Viet-Nam.

(2) All figures in this report include pamphlets (i.e. "non periodical printed publications of at least five but not more than 48 pages, exclusive of cover pages, published and made available to the public").

(3) For technical reasons, books are usually produced in 16-page sections, or fractions thereof. One "book-unit", as used in this report, is equivalent to 16 book pages.

c. The book shortage

28. The meeting expressed deep concern over the low level of book supply in the region. A per capita supply level of 32 pages annually, it was noted, was probably equivalent to only one-thirtieth to one-sixtieth of that in the four major book publishing countries - France, the United Kingdom, the U.S.A. and the USSR.

29. Such a low figure could not be explained merely by a high illiteracy rate and low purchasing power. It was undoubtedly due, to a considerable extent, to the fact that the region depended heavily on imports, not only of books, but also of the materials needed to manufacture books. Thus, internal difficulties in financing the development of the book industry, coupled with foreign currency shortages, had led to an acute book shortage. It was evident that this shortage, particularly of educational books, had very serious consequences.

30. Several participants stressed that one of the main difficulties was that the authorities had not as yet placed sufficient emphasis on the book industry. The existence of a vigorous and diversified publishing sector was one of the best guarantees for book development on a national scale. One way of promoting the industry in countries where there was limited purchasing power was to increase the number of school and public libraries.

31. The establishment and maintenance of an adequate stock of educational books obviously depended on an adequate continuing supply. The meeting concurred with the estimate, drawn from the working paper by the Unesco Secretariat[1], that annual per capita book stock requirements in the field of in-school education alone could be set at some 135 pages as of 1962/1964. In order for about one-third of the stock to be replaced each year, it would have been necessary to have an annual level of per capita supply of 45 pages (or one-third of 135 pages).

32. The above figure of 45 pages for in-school books alone was contrasted with the estimated total supply of books in fact available in 1962/1964, i.e. 32 pages per person and per year. This figure was clearly far below that needed to build up and maintain adequate stocks. Participants concluded that the present shortage was so acute that it would in itself warrant at least a doubling of the present level of supply. It was important therefore to note from the outset that any comprehensive effort to meet book needs in Asia would have to cope not only with growing requirements for the future, but also with the grave book shortage accruing from the past.

d. Books and education

33. It was noted that the shortage of books was felt most acutely in regard to textbooks. Some participants felt that the task of preparing and producing textbooks should fall to the State. Others propounded the need to foster the industry and favoured leaving the preparation, printing and distribution of such books to the private sector. A number were of the opinion that the functions should be shared, with preparation of textbooks being left to the State, which was responsible for education, and the printing and distribution being handled by the industry.

34. The meeting stressed that an adequate level of book stocks, and of book supply, was essential to effective instruction. Conversely, education was crucial to the establishment of general readership. Education was also the key to improvement of the economic situation. It opened the way to increased per capita purchasing power required for mass book consumption, and in the long run, to a more favourable national balance of payments permitting imports of materials essential to a domestic publishing industry.

35. The development of education had been planned in the Asian region through a series of meetings sponsored by Unesco. These plans had been embodied in a "Draft Model for Educational Development in Asia"[2] prepared by the Unesco Secretariat in September 1965, in response to a request formulated by the Ministers of Education of Member States in the region. The Model had since been approved, with suggestions and modifications, by the Conference of Ministers of Education and Ministers Responsible for Economic Planning of Member States in Asia (Bangkok 22-29

(1) "An Assessment of Asia's Book Needs", Unesco document Bookdev/24, 14 May 1966
(2) Unesco document EDECAS/8, 10 September 1965.

November 1965). The meeting also took into account the recommendations of the World Conference of Ministers of Education on the Eradication of Illiteracy (Teheran, 8-19 September 1965).

36. In connexion with the above plans, the meeting took particular note of the fact that the population of the Asian region was expected by 1980 to reach 1,370 million - 40% being of school age. Primary school enrolment would increase by 1980 to 234 million, secondary to 46 million, and university to 5.7 million. These figures compared with a total enrolment at all levels of in-school education in 1962 of only 103 million. The adult out-of-school population at that time included 319 million illiterates.

37. Both in respect of in-school and out-of-school education, the meeting wished to record its conviction that each pupil, teacher, educational extension worker, etc., must have a certain minimum number of book pages at his or her disposal, of adequate content and quality, in order to work effectively. It observed that allowance should also be made for the needs of school libraries, to which the meeting attached great importance.

38. Textbooks assumed even greater importance if teachers were insufficiently trained or were inexperienced, or if there was a teacher shortage. An acute shortage of textbooks might be expected to result in extensive waste of total resources invested in education. Carried to an extreme, it might even jeopardize the success of a nation's entire educational effort.

39. The meeting took note of the regional estimates, drawn up by the Unesco Secretariat, of minimum educational book stock requirements for the fully effective implementation of the Asian Education Model. It was suggested that each of the countries of the region might examine its own textbook situation in the light of these estimates, in order to arrive at an evaluation of the national effort involved.

40. The meeting recognized that the demand for "general" books, as opposed to strictly educational books, depended not so much on society as a whole, as on each individual. This distinction between educational and "general" publishing was not merely theoretical. In the case of educational books, advance assessments of the number of copies needed and the possible number of buyers could in practice be made with a reasonable degree of accuracy. For other types of publications which depended on the reader's individual choice, forecasting was obviously more difficult. It was that distinction, which had led to the expression "programmed" and "non-programmed" publications.

41. There was no doubt that the development of education, by creating the habit of reading, had a favourable effect on general publishing. That fact emerged clearly from the statistics in advanced countries. There would of course be a time lag before the effects of extending education would be reflected in an expansion of general publishing.

e. Financing

42. In the course of the general debate, some participants raised the question of the resources needed for rapid book development in Asia. It became clear that donor agencies were providing a considerable amount of assistance, particularly in connexion with training. Certain countries of the region were also receiving substantial assistance in the form of specially printed school textbooks from many countries in Europe, America and Australasia, under bilateral assistance arrangements.

43. The expert from Iran announced an offer by His Imperial Majesty, the Shahinshah, to supply countries of the region, through Unesco, with one million copies of books for use in literacy programmes; these books would be provided free and would be produced entirely in Iran on the basis of manuscripts submitted by the requesting countries. The participants expressed their appreciation of this generous offer. It was hoped that other offers would be made to meet the most pressing needs. The observation was made that assistance of that nature coming from within the region constituted an excellent stimulus for local book industries.

44. The representative of the Director-General recalled that His Imperial Majesty, the Shahinshah, had recently placed at Unesco's disposal one day of Iran's military budget (a sum of US dollars 700,000) to be used in the world campaign against illiteracy. The significant announcement just made, which he warmly welcomed, was all the more appreciated in that it was a sequel to the enlightened and generous initiative already taken by Iran.

45. The representative of the United Nations Economic Commission for Asia and the Far East (ECAFE), describing the activties of his Organization, stressed in particular that there was much scope for international co-operation within and outside the region. Countries within the region should develop their available resources and facilities so as to promote complementarity rather than competitiveness in book production activities. International assistance might be sought from the United Nations and its Specialized Agencies as well as private philanthropic organizations. Bilateral agreements could also be made.

46. At the conclusion of the general debate, the representative of the Director-General of Unesco noted that there had been a consensus of opinion in the meeting concerning the desirability of establishing regional targets for book production and supply. Participants had considered that the Asian Education Model and the literacy programme together provided a basis for estimating needs both for textbooks and general publishing up to 1980. It was evident that these targets were no more than regional approximations and that they would require adjustment at the national level. However, the discussion had made it clear that such targets would constitute a useful framework for the book development programme in Asia. Noting, in conclusion, that a number of participants had expressed a wish to have Unesco experts assist in the drawing up of national targets and plans, the representative of the Director-General invited the submission of such requests within the framework of the United Nations Development Programme.

B. PRODUCTION

(1) Development of publishing

47. The meeting turned its attention first to the vital problem of expanding the publishing of educational books.

a. Books for "in-school" education

First-level education

48. The meeting considered that special attention might be given to books for Grades I-VII, because the achievement of universal primary education was one of the fundamental aims of the Asian Education Model. The target was to enrol 234.4 million Asian children in these grades, by 1980, as compared with 89.4 million in 1962.

49. The meeting noted the suggestion, contained in the Asian Education Model, that textbook supply to pupils, free of charge, was "highly desirable at least for the first five years" of schooling, and concurred in the estimate, contained in working papers, that this might cost from 1 to 1.50 US dollar per child and per year. The meeting also noted the view submitted by the ECAFE Secretariat that free school books should be made available to pupils in all seven primary grades, involving an addition of about 10 to 15% to total recurring State expenditure on education.

50. The meeting was also of the opinion that it was important that each primary school-teacher in service should have permanent access to an adequate personal book library for work purposes. In view of the low pay scales for primary school teachers in the region, it was recommended that whenever possible, they should be provided with all of these books, or at least a substantial portion of them, free of charge.

Books for grades VIII-XII

51. The meeting stressed that, at the secondary level (a) the rôle of the textbook started to reflect a changing teacher-pupil relationship, and (b) the need for diversification in the educational system became marked, particularly in relation to the manpower requirements of the national economy. The latter point was related to the fact that the possibilities for access to higher education were still very limited.

52. In the light of the above, the Asian Model foresaw that secondary education would be not only a preparation for higher education but would also include a large variety of vocational courses, essentially intended to prepare the individual for agricultural, industrial or commercial pursuits.

53. The working papers highlighted the great dearth of modern textbooks on these subjects in the region. They pointed out that these were virtually non-existent in local Asian languages.

54. High priority was attached not only to books on applied science for standard secondary education, but particularly to technical manuals, work books and work sheets for practical exercises and self-teaching. It was suggested that, in order to increase the impact and usefulness of such books, they might be conceived and produced as a "series", turned out in very considerable quantities and in many languages, and made available to the general public, as well as to secondary school pupils.

55. The meeting was moreover of the opinion that adequate books for secondary school teachers were of vital importance. Special attention should be given to books for effective secondary school teaching of science and technology.

Books for third-level education

56. The meeting noted that the Asian Model implied a much smaller total volume of supply of books for university education than for the two lower levels.

57. It was of the opinion that it was at the third level of education that the qualitative aspect of textbook content, and of the book for teacher training, stood out as a consideration of the very highest importance.

58. This was specially the case at the level of post-graduate university education, as well as of post-university research and training. Access to the right book, at the right time, even for a single student, could have a significant impact on a country's development, and, hence, on the social and economic well-being of its people.

59. In this regard, a number of participants drew attention to the fact that plans for the development of university education in developing Asia, provided for increasing attention to (a) science and technology (including medicine and agriculture), as opposed to (b) the arts (including the social sciences and law). In their opinion - and partly because books on the pure and applied natural sciences tended to date very quickly - urgent action was needed to improve the supply of quality books for engineers, chemists, physicists, doctors and related professions. In view of the relatively modest volume, special measures should be adopted to facilitate their importation.

60. With regard to all kinds of books for use in the school system, the meeting stressed the need to develop domestic authorship. There was a difference of approach to the three levels of education. On the whole, the interest and effort which was being shown in university books appeared to be much greater than that which was being expended on authorship of books for the secondary level, the least interest being evident in books for primary education. The meeting felt therefore that a very special effort was required to modernize and improve textbooks for the younger students.

b. Books for "out-of-school" education

61. Participants noted that out-of-school education was a field often requiring a co-ordinated use of several communication media at once. Considerable skill was required to produce out-of-school textbooks in a way that made them an effective part of the national development programme. A further complication was that out-of-school education was more varied and - at present at least - less structured than formal education. It was a field that necessarily cut across a large range of development programmes.

62. Book production for out-of-school education, however, presented a great challenge. The number of illiterates aged 15 and over had not decreased at all since 1950, and remained at around 319 million(1).

63. The half billion out-of-school people in the region constituted, in effect, the bulk of its working population. Doubtless, as formal education progressed, the "educational quality" of the older

(1) The percentage of illiterate adults in the total population did however decrease from 77.9 per cent in 1950, to 66.8 per cent in 1960, and around 60 per cent in 1965.

groups would improve: e.g. more people would have been through school and the older people would be supplanted by the younger.

64. While literacy campaigns were only now emerging from an experimental stage, a very great effort clearly had to be made. As literacy plans were put into effect, it was possible that the quantity of books needed for the literacy campaign, by 1970, would be almost as large as that of books for primary education. If this initial effort were made, the need for materials for literacy teaching would doubtless decline sharply thereafter.

65. The meeting drew attention to the fact that the proportion of "work books" to "source books" would need to be much greater in literacy teaching than in primary education. Since "work books" were not intended for reuse, their cost could, however, be reduced through the use of low-quality paper. Additionally, a few standard models might be printed in much larger quantities than was likely to be the case for primary education. All in all, literacy materials (per given volume) should cost less than materials for primary education.

66. Participants concurred with the view, expressed in a working paper, that "follow-up" books for new literates could be fairly divided into two types: general literature designed to stimulate the reading habit and functional literature designed to demonstrate to new readers the practical advantages to be derived from reading. General literature of this kind was already available to a limited extent although it was urgently necessary to produce more books with a special appeal for new literates.

67. The meeting was also strongly of the opinion that, despite the beginnings which had been made, there was a particularly alarming shortage of practical, simply written technical manuals.

68. Such books as did exist in this field, moreover, sold at prices which must be considered excessive in view of the average purchasing capacity. Until these books could be retailed more cheaply, significant increases in printing runs would be difficult to attain.

69. Certain priority sectors of out-of-school publishing might be indicated. Women's education, for example, would be a very important field. Agriculture education should similarly be the object of concentrated attention.

70. Among the many other out-of-school publishing fields, the following were singled out as presenting particularly promising possibilities for special book programmes: training of industrial workers; health education; rural community development; arts and crafts; specialized information for those who had moved recently from the villages to the towns.

71. In the meeting's opinion, there might be practical advantages if publication of books in specific fields, such as those mentioned above, were undertaken as a planned series. This might facilitate translations, into many languages, with large printings and low costs. In this way, many types of educational books might be made available, on a vast scale, to the general public.

72. Finally, with regard to all of the problems posed by the develpment of educational publishing, both for in-school and out-of-school use, the meeting felt that the establishment of national textbook institutes would be of great value. A working paper on this subject observed that such institutes would help to "co-ordinate the many forces involved in the development of an educational system and educational publishing". The working paper concluded: "A central agency which would serve as a focal point for individual publishers of educational books could also represent the publishers vis-à-vis national and local educational authorities as well as international bodies. It could function as a clearing house for the reception and dissemination of pertinent information."

73. The meeting laid very great stress on textbook quality, as well as quantity. Some participants felt that in the countries of the region where education was now progressing rapidly, and where the targets of the Asian Education Model were certain to be met by 1980, quality was in fact now more important than quantity. This did not refer solely to physical appearance, but was particularly true of the concept, or purpose, of the textbook.

74. Participants also emphasized that, while science and technology were the basis of economic development, cultural and spiritual values should not be overlooked. Books on history and geography,

for instance, had to go hand in hand with technical and scientific literature, so as to lead to a well-balanced education. The general effort to improve textbook quality - and particularly the quality of authorship - should be situated with a national plan for "textbook reconstruction". Some of the countries in the region, it was noted, had already started this reconstruction, which should be promoted further.

75. Another aspect was the use of local languages as a medium of education. In the countries where the process had now reached an advanced stage, this was a most important consideration in the textbook field.

76. A further important factor, referred to by several participants, was the need to integrate the use of textbooks and modern audio-visual teaching media: i.e. maps, diagrams, materials which adhere to blackboards, film slides and moving pictures, educational radio and television programmes, etc. The possibilities for co-ordinated use of all the media, it was noted, varied widely from country to country at present. But audio-visual teaching aids should gradually be introduced, and the countries already using them should continue their efforts in this direction, and receive assistance for this purpose. This was specially so in the field of out-of-school education.

c. General publishing

77. Vigorous and varied publishing of a general character, the meeting believed, should be the ultimate objective of the book development programme.

78. Reference had already been made to problems in the organization of production, and in financing, which resulted from the fact that general publishing was largely of a "non-programmed" nature. While purchasers of "strictly educational" books could be identified in advance, production costs calculated, sales prices set and production contracts signed, before production actually takes place, this was not always feasible in the case of books destined for general consumption.

79. Participants noted therefore that the development of general publishing in the region depended partly on the extent to which this publishing sector could be "programmed".

80. This development could be furthered through sales techniques of a kind that reduce publishing risks. These techniques, such as subscription and postal sales schemes, book clubs, etc., were hardly applied in the region at the present time. Governments also might assist, for instance, by granting very low postal rates for books and by allowing payment of purchases to be made through the postal system.

81. The meeting felt, moreover, that the identification and detailed study, at the national level, of certain key general publishing fields, might contribute to the "programming" of output by the book industry itself. While the situation in this regard would vary considerably from country to country, the following section records the general observations of the meeting concerning diverse categories of publishing.

(i) Children's literature

82. The shortage of suitable literature for children was acute throughout the region. A Unesco seminar on this subject, held at Teheran in 1964, reached the conclusion that "a child with a keen and active interest in reading will inevitably be faced with an insufficiency of books at every stage of his early reading life".

83. By and large, moreover, the books were written in a way which had no particular appeal for children while the actual presentation was hardly calculated to encourage a taste for literature in the very young. The special needs of handicapped children had also to be taken into account.

84. The meeting noted the scarcity of writers trained to create children's books, in particular those intended to entertain. At the same time it stressed the importance of attractive illustrations, especially in books for younger children. It suggested that the greatest possible use could be made of successful illustrations if the same blocks were used in multi-language editions. The granting of rights to illustrations by foreign publishers, at the lowest possible rates, would facilitate the publishing of children's books in local languages. A number of speakers stressed the particular

utility of the sharing of illustrations for publication in different countries of children's literature, in which the element of illustration was so important.

85. The meeting felt that certain general principles were common to the production of children's books in all countries.

86. Ideally, for instance, they should be within the child's purchasing capacity since it could not be assumed that adults would necessarily provide them. This, however, obviously served no purpose unless children were sufficiently interested to want to buy books, which meant that they must be aesthetically appealing. As the author of a working paper on this subject emphasized: "However good a book is as a piece of literature, it will sit undisturbed on the bookshop or library shelves unless it has also been designed and produced in a way that is attractive to the eye."

87. Even if the foregoing conditions were met, however, it would still be impossible to stimulate and maintain a taste for reading among children unless the content of these books were designed for young readers. The language used should aim at presenting "essential truths to children in a way that is simple yet evocative".

88. The meeting felt that there were two primary obstacles to the development of good children's books in Asia. To begin with, such literature was most flourishing in countries where there was institutional buying of children's books by school and public libraries. In Asia, there was not only a very serious shortage of such libraries but, generally speaking, teachers and librarians had neither the incentive nor the funds to buy children's books.

89. A related point which the meeting made was that there were very few Asian publishers with sufficient interest to devote themselves to this field. Such interest had not been encouraged by what had so far been very limited "over-the-counter" sales.

90. In considering ways whereby the situation might be improved, it was felt that priority should be given to research not only on the needs and capacities of children at various ages but also on the language itself. Where the existing literary language was unsuitable, there was no alternative but to devise a more appropriate one.

91. Similarly, there was a need for research to determine what type faces were best suited for children's books.

92. No amount of research, however, would produce worth-while results unless publishers could be induced to apply themselves to this market. The author of the working paper advanced the view that, where governments set up as publishers of children's books in addition to private publishers, it was necessary that private publishers should also be given facilities enabling them to compete on equal terms.

(ii) Scholarly publishing

93. The author of the working paper on this subject pointed out that scholarly books - published by commercial concerns as well as by university publishing establishments - were often thought of as a kind of "ornament" for developing countries. He considered this a dangerous point of view in the light of the fact that such publishing was a kind of "seed plant" for the intellectual realization of countries of the region.

94. The view was also advanced that, in a number of countries, associations of scholarly presses might usefully attempt to gain the assistance of outside groups, including foundations, in underwriting a publications programme and stimulating the distribution of these books within the region and in other parts of the world.

95. The meeting noted that scholarly books were being produced in Asia at an increasing rate and felt confident that more and more non-profit publishing institutions and associations would come into being. This meant that an opportunity would exist to plan and guide the orderly development of scholarly presses instead of allowing them to develop haphazardly.

96. Governmental concern with education was bound to shape the pattern of universities and their

presses in Asia. It could, in particular, have an impact on university presses in such key areas as purchasing, accounting personnel, and sales and distribution methods.

97. With a view to overcoming the drawbacks inherent in small scale publishing operations, the experts suggested that university presses in Asian countries might represent each other to booksellers and wholesalers in their respective sectors. Such co-operative activities could be facilitated by national and even regional associations of scholarly presses.

98. Another suggestion was that Asian scholarly publishers should devote much more attention than they had so far done to the potential overseas market for their books. There was a very real interest in Asian material in the West. The importation of sheet or bound copies by Western publishers would enable Asian houses to increase their editions and thereby cut losses or break even. Arrangements of this kind would have the additional advantage of building up co-operation and facilitating the acquisition of rights to Western books.

99. In this connexion, a working paper put forward the suggestion that a conference of scholarly publishers, attended by representatives from both commercial and non-profit houses, might be held to stimulate the international exchange of editions and translation and reprint rights. It should also apply itself to the preparation of books with a view to facilitating foreign trade, i.e. design, scheduling, proofing, printing, shipping, etc.

100. It was stated in the course of the meeting that the East-West Center, at the University of Hawaii, contemplated organizing an international gathering of scholarly publishers to be held in Honolulu. If such a conference were held, Unesco would be invited to co-operate fully with it.

101. In the general discussion of scholarly publishing the point was made by a number of speakers that there was a bright future for scholarly books, particularly those on subjects that were not too specialized or recondite.

102. The author of the working paper strongly urged that scholarly publishing be given the same commercial advantages as other forms of publishing. Speakers referred to the fact that if the distribution problem could be solved, scholarly publishing could become economically viable.

(iii) Scientific publishing

103. A working paper before the meeting observed that scientific publishing in Asian countries accounted for little more than 10 per cent of overall annual output. This figure was much too low in view of Asia's immense effort in scientific and technical development.

104. Participants agreed that the need for books in this sector could not be wholly satisfied through publications in the "traditional" scientific languages. It would obviously be necessary to continue importing books in those languages for a considerable time to come (and in this connexion the meeting accented the importance of facilitating such imports) but scientific and technological workers must also be able to have access to key publications in translation. The existence of scientific works in Asian languages, furthermore, was of paramount importance in order to stimulate an interest in this field among the general public - scientific popularization being an essential psychological element in the global process of development.

105. The meeting took note of the view advanced in the working paper that it was incumbent on governments to "create a cadre of translators who could undertake translations of scientific and other technical literature published in the advanced countries, from foreign into national languages".

106. The eventual aim must be to produce a body of original scientific literature in Asian languages and every effort should therefore be made to encourage scientific writers in the region.

107. It was pointed out that the majority of scientific publications in Asia were produced by universities and various learned societies. The output of these, however, could not satisfy requirements in respect of either higher education or research, and the relevant working paper argued that it was indispensable to envisage a "crash" programme, a short-range programme and a long-range programme.

108. The immediate aim should be to consolidate and streamline existing operations in this field, with governments providing more generous allowances of foreign currency and generally supporting this vital sector in whatever ways seemed most appropriate in the light of local conditions. Governments themselves, moreover, would have to undertake the pilot publication of scientific books on a scale that would not conflict with the interests of private enterprise. It was recognized that governments might have to seek external assistance in the form of expert advisers, suitable equipment and good quality paper. The governmental central presses for scientific publishing, which the working paper recommended should be set up in this initial phase, should whenever possible, be made available to private publishers for the production of scientific works.

109. The immediate "crash" programme would have to be supplemented by a short-term plan covering approximately ten years and designed to build up public interest and support for scientific publishing. During this period the governments would not only be required to support the universities and learned societies but might also subsidize long-term and low-interest loans to private publishers, so that production could be stepped up both as to quality and quantity.

110. Under the long-range plan, the working paper on the subject concluded that scientific publishing should be progressively welded into normal economic development through the exchange of men, material and ideas. The ultimate goal must be to ensure that such publishing acquired a tempo and scope which made crash programmes no longer necessary.

111. In the course of the discussion, a participant announced that his government intended to propose to the next Unesco General Conference that an international meeting on scientific and technical publishing should be held under Unesco's auspices.

(iv) Paperbacks

112. The meeting stressed the view that no countries stood to benefit more from the "paperback revolution" than those of Asia.

113. The massive plans for economic and social development which were being initiated in the region and the efforts to raise standards of living there, combined with the largely unsatisfied hunger for reading matter, meant that pocket books could play a new and even decisive rôle.

114. Various recent encouraging experiments in the pocket-book field were reported to the meeting. In India one book club had enrolled more than 50,000 subscribers during the last three years. A flourishing pocket-book industry now existed in Iran. The Sub-Committee for Reading Materials in Thailand had been responsible for a successful paperback venture and the Indonesian Publishers Association had decided to publish 250 titles.

115. This type of publication, the meeting believed, was characterized not by its size or type of binding but rather by its low price, the system of distribution employed and its publication as part of a series. In so far as books represented a key element in the expansion of education, in lifting the cultural level and in economic and social development generally, then the mass production of pocket books would have to be developed in order to meet Asia's huge requirements.

116. The traditional hard-cover books, participants indicated, were far beyond the purchasing power of the general Asian public. Moreover, such books were often not suited for mass audiences. The meeting therefore attached particular importance to paperback production and to the maximum reduction of retail prices of these books.

117. The meeting agreed that the fundamental requirement in pocket-book publishing was a steady stream of suitable manuscripts. It went without saying that locally written manuscripts must always form the hard core of paperback source material, if only because Asian writers were more attuned to the tastes and needs of potential readers.

118. At the same time, the necessity for translations of excellent quality was highlighted. The meeting stressed the urgent need for training in the field of translation and recommended the establishment of prizes as an inducement to improvement.

119. Outstanding works drawn from world literature must be included in the pocket book lists

because of the information and instruction they could convey and because of the contribution they could make to the promotion of international understanding. For this reason, the meeting urged foreign publishers to offer the most favourable terms for translation rights, taking account of the limited resources available to Asian publishers.

120. In the matter of paperback content, the experts' particular insistence was on the fact that, whether locally produced or translated, texts should be written in simple readily understandable language.

121. Participants concurred in the suggestions presented to the meeting by the author of the working paper on this subject. He recommended subsidies to encourage the publication of translated books; attention to the problem of ensuring an adequate supply of low-priced newsprint (local or imported); provision of expert consultants to assist the pocket-book publishers; travel grants to enable publishers in this field to study specialized distribution techniques in the industrialized countries; introduction of a special, very low postal rate for book clubs and similar book subscription schemes; and grants to Asian universities for the establishment of diploma courses in book publishing.

122. To sum up, the meeting held that the various improvements of which Asian publishing as a whole stood in need applied with special force to the mass production of paperbacks which was fundamental to the expansion of the book industry in the region as a whole.

(2) Infrastructure of publishing industries

123. The meeting considered that its review of the problems of book publishing in Asia pointed very clearly to the need for the drawing up in each country of national book development plans. A significant step in this direction would be the establishment of a national "focal point" which might serve both as a clearing house on publishing policy, and as a centre where production and distribution problems for the entire industry could be kept under continuing study.

124. Such central co-ordinating bodies might take the form of "national book councils", or similar bodies. In order to be effective, they would need to be widely representative, including senior officers of interested government departments and of the various sectors of the book industry. The fundamental aim of these co-ordinating bodies would be to draw up comprehensive national book development plans. As far as possible, these plans should coincide with overall national development plans, and should be conceived as an integral part of them.

a. The establishment of supply targets

125. Participants took note, with great interest, of the general and tentative indication of the supply situation to 1970, 1975 and 1980, as it emerged for the region as a whole, in the light of data submitted by the Unesco Secretariat. They hoped that it might facilitate the study of this matter, and the subsequent establishment of national plans, if the report of the meeting were to record the main points arising from the working paper.

126. The meeting first took note of the estimates of the required per capita level of stocks of educational books. These were as follows:

	Book stock needs (number of pages per person and per year)		
	1970	1975	1980
In-school education	175	203	223
Literacy campaign and follow-up materials	59	34	11
Total for "strictly educational" books	234	237	240

127. It was recalled that the longevity of different types of books varied widely: a literacy primer might serve a single pupil a few months, whereas a hard-bound reference book might "live" many years and serve a great many persons.

128. A number of participants and several working papers had indicated that textbooks in the region were now often of such poor physical quality that they could not be used for more than two years, sometimes even one year. This resulted largely from use of low-quality paper and flimsy binding. Inferior quality paper also meant that textbooks could not be illustrated properly and that colour could not be used, as required by modern and efficient teaching methods.

129. Participants stressed that a textbook development programme for the region should therefore aim not only at increasing quantity, but also at greatly improved material quality, and in turn, sturdiness and longevity. Textbooks could thus last for three years, on an average, as was often the case in the industrialized countries. This would enable considerable savings to be made eventually, by permitting textbooks to be printed in larger runs than was possible under a short-term textbook replacement system. Introduction of a longer term policy in textbook procurement would moreover allow savings in authorship fees, composition and block-making costs, plate-making and other fixed costs and overheads.

130. For statistical purposes, therefore, the average length of service of books might be taken to be about three years. This was also an accounting norm used in some public libraries.

131. On this basis, if only as a tentative working hypothesis for the formulation of a long-term textbook programme for the region, it could be assumed that the attainment of the required level of stocks of educational books would entail the replacement of about one-third of existing stocks every year. The level of annual per capita supply needed to reach the target of 240 pages of book stocks per person, by 1980, would consequently be as follows:

Book supply needs

(number of pages per person and per year)

	1970	1975	1980
In-school education	58	68	76
Literacy campaign and follow-up materials	20	11	4
	78	79	80

132. It was stressed that the above figures were a composite for the region as a whole - without taking into account the varying educational situation of individual countries. The regional estimates would therefore require interpretation and adjustment at the national level.

133. For the regional supply estimates, a number of conclusions emerged:

(a) The required minimum level of per capita supply of strictly educational books would remain at a fairly steady level from 1970 to 1980. Subject to further study, the supply of 80 pages of strictly educational books, per person and per year, might be considered a minimum regional target to be achieved as soon as possible, and in any event by 1980.

(b) Book supply needs for the literacy campaign would reach a peak by 1970. Although these requirements would then be equivalent to only about one-third of those for in-school books, they would nevertheless be considerable. Unless a special effort were made to meet these needs by 1970, a book shortage could impede the literacy campaign from entering into full swing by that date. The Asian countries engaged in the literacy campaign might therefore consider the possibility of undertaking a "crash" programme to attain, by 1970, the requisite level of supply of literacy and follow-up reading materials.

(c) A considerable though not unattainable supply effort would be required to reach the above objectives. The present supply of educational books in the region was estimated, very roughly, to be about 16 pages per person and per year, as compared with the minimum 1980 target of 80 pages mentioned above. Taking into account the growth in population, supply would need to be increased at an average of at least 12.5 per cent annually to reach the minimum 1980 target.

134. As mentioned above, however, the required rate of increase would be greatest from now to 1970, so as to satisfy the requirements of the literacy campaign and to alleviate the existing

shortage of other books for in-school and out-of-school education. A rate of growth higher than 12.5 per cent annually for the supply of strictly educational books, might therefore be sought in the period up to 1970 with a compensatory levelling off from 1970 to 1980.

135. Having thus drawn attention to possible regional targets for the supply of strictly educational books, the meeting considered whether it would also be feasible to study the establishment of targets for general publishing.

136. The setting of targets for educational publishing, it was pointed out, had been made possible by the existence of the Asian Education Model, which gave a precise measure of the region's educational prospects. No similar basis of assessing needs existed in the field of general publishing.

137. At the same time, there was a manifest relationship between the spread of education, on the one hand, and the development of general publishing, on the other. The supply ratio of educational to other books at present was estimated to be somewhere around 50:50. While the region's accelerated educational effort was bound in the due course to have an impact on general readership, some time would necessarily elapse before this impact made itself felt.

138. The Unesco Secretariat had stated that it was difficult to estimate, with any degree of accuracy, the way in which the "time lag" might affect the 50:50 ratio. It was not inconceivable, however, that a substantial expansion of educational book supply, in the immediate future, might by 1970 shift the ratio to 70 for educational books: 30 for general publishing. Thereafter, the progressive achievement of the targets of the Asian Education Model might by 1980 result in a return to a 50:50 ratio.

139. Participants stressed that, in any event, a temporary shift in the ratio would not imply a reduction in general publishing output. It was evident that increased education would open up an ever greater market for general books.

140. The meeting drew attention to the fact that a ratio of 50:50 in 1980, would mean that the total supply of books per person and per year would have grown from 32 pages in 1962/1964, to 160 pages in 1980. Or, to put it another way, supply would have grown from a level of two 16-page "book-units" per person and per year, to ten "book-units". Subject to further study, the meeting considered that this growth rate (equivalent to about 12.5 per cent average increase in annual supply) might be taken as a provisional general target for the development of book publishing in the region.

141. Participants stressed that, in any event, a regional target for book development in Asia could only serve as general guidance, since considerable differences existed in the situation from country to country. In general, the target would be most closely applicable in countries where the educational situation approximated the average for the region, i.e. 60 per cent primary school enrolment ratio, and 60 per cent adult illiteracy. Countries above or below this average situation would need to revise the target upwards or downwards.

142. A second qualification was that the target was a minimum one. A supply of 160 book pages per person and per year was still very modest. Every effort should therefore be made to surpass the minimum.

143. Finally, while the target was primarily quantitative, it went hand in hand with the need to improve book quality, and to relate books more closely with the national development effort.

b. The expansion of printing capacity

144. The expansion of supply, envisaged above, and particularly the concerted effort to develop domestic publishing industries, would require detailed study of the financial implications. This, the meeting felt, could in the final analysis be undertaken realistically at the national level only.

145. There were however two salient aspects that warranted special consideration: the expansion of book printing capacity and the paper supply problem.

146. An increase in domestic production would require the introduction of adequate machinery, able to produce large quantities of books at low cost. Greater use of offset rotary presses, in

particular, could considerably lower the capital investment required per given unit of production capacity.

147. Large-capacity printing units, however, could only be employed effectively (e.g. at full or near-full capacity) if book printings were of commensurate size. At present, the average number of copies per book title was estimated to be less than 5,000 copies in the region. The required increase in production would appear to point towards larger runs. This was a very important consideration because printing costs per given volume of printed material decreased very rapidly with larger printings. Increased runs should be possible, for instance, for literacy campaign materials and follow-up reading matter, as well as certain types of in-school textbooks.

148. Several participants drew attention to the possibility that printing machinery in perfect operating condition, but which had become obsolete in highly industrialized countries, might be channelled to the developing countries. This was a matter which merited study by foundations and interested professional organizations.

149. Finally, the meeting drew attention to a specific Asian problem in the field of printing: the satisfactory, rapid and economical composition of complex scripts.

150. Participants expressed the hope that the rapid progress being made in photo-composition, together with the trend towards use of offset, would help to deal with this problem. This was important because, as had been noted, low-cost publications in Asian local languages were indispensable to the countries of the region. This was an aspect, the meeting believed, which deserved attention from foundations and graphic arts research institutes in the industrialized countries. It was also a matter which required research within Asia itself by language experts as well as printers. Such research might be coupled with the effort to expand facilities for the training of graphic arts personnel.

c. <u>The printing paper problem</u>

151. Very heavy stress was laid by many participants on the problems posed by the supply of adequate grades of book paper. With few exceptions, there was a dire shortage of book paper in Asian countries.

152. The meeting, noting that Unesco had a long-standing interest in this problem requested that the Organization pursue its action. The meeting also expressed appreciation of gifts of printing paper which had been made to Asian nations, under bilateral aid programmes.

153. Participants considered that Asia's book paper problems could not be viewed in a world context. The problem for the countries of the region was not at present an international paper shortage but national shortages of foreign currency, which led to restrictions in the purchase of paper from abroad and insufficient domestic production.

154. It was interesting to note, in this respect, that priority appeared to have been given to newsprint imports, as compared with imports of "other printing and writing paper". FAO data showed that in 1963 the region produced only 115,000 metric tons of newsprint, but imported 270,000 tons; whereas it produced 465,000 tons of other printing and writing paper, and imported only 135,000 tons.

155. The fact that local production of newsprint was smaller than that of other printing and writing paper might at first sight suggest that the book paper situation was relatively satisfactory. Many participants stressed that this was not so. Local production of other printing and writing paper concentrated on grades of paper other than book paper: paper used for commercial and advertising purposes; periodical and magazine paper; stationery and other office supplies; and a not insignificant volume of paper used to manufacture exercise books (which were manifestly also essential). All in all, the region's book industry probably did not at present have access to more than about 100,000 tons of paper annually, a good part of which was not specially suited for books.

156. While locally manufactured paper was frequently of low quality, it also often sold at prices above the international price. Imported paper was likewise frequently expensive as a result of high import duties. The concensus of opinion was that such duties should be reduced or abolished,

and that this was a matter which should be brought to the attention of governments and of the Parties to the General Agreement on Tariffs and Trade (GATT), together with the problem posed by duties on all other items needed to manufacture books.

157. The meeting similarly believed that the restrictions which were being imposed on book paper imports, as a means of conserving foreign currency, did not take into account the great benefits which the developing nations of Asia could derive from the adequate and rapid development of its book industry.

158. Even in countries where there was no shortage of foreign currency, the procedure for paper purchasing was frequently inefficient and time-consuming. Printers usually ordered their paper only after printing contracts had actually been signed. This involved delays of six months or more before the paper was received from abroad, and even from local mills. There was a self-evident need to establish co-operative or similar bodies which could purchase under long-term contracts and at lowest prices. An adequate level of stocks could be maintained by these bodies at all times, and the number of sizes of paper sheets and reels in use might be gradually reduced to a minimum so as to cut warehouse expenses.

159. The meeting was, however, well aware that, in the long run, the book industry could not rely on imports for the bulk of its paper supply. It was evident that the 1980 supply target of 160 pages per person and per year could not be reached without a greatly expanded domestic supply.

160. Participants therefore wished to record their appreciation of the work which was being undertaken by the FAO and ECAFE to develop paper production in the region. They were gratified that the Asian Conference on Industrialization, in December 1965, had set a minimum annual target of 10 per cent for the development of the paper industry in Asia and the Far East. It was noted that this would require an annual investment of some 185 million dollars, and the hope was expressed that due attention would be given to the need to expand book paper production by at least 12.5 per cent annually. Several participants suggested that even those countries which lacked pulp resources might manufacture book paper by importing pulp. It was also necessary to bear in mind FAO's indication that small-capacity paper mills would have considerably higher operating costs, per ton of production capacity, than large mills. This might therefore be a field in which several countries could advantageously pool their efforts.

161. It was further pointed out that, owing to the close relationship between book production and education, the International Bank for Reconstruction and Development might be invited to take a special interest in solving the grave problem posed by the development of book paper manufacturing capacity in Asia. The meeting wished to highlight that this was a field which required urgent and concerted action. In order to spur action by the Bank and other interested bodies, Unesco and FAO might wish to undertake a joint study, possibly in the framework of the United Nations Development Programme, to assess the region's short and long-term needs for book paper.

162. The meeting believed, moreover, that this was a matter which Unesco and FAO might bring to the attention of the next session of the United Nations Conference on Trade and Development in 1967.

163. Finally, participants recalled that the high cost of paper in Asia (when compared with per capita income) resulted in comparatively high production costs. In the industrialized countries, book production costs fell sharply with an increase in runs because paper was a less important item in the cost structure. This was not so in Asian countries because paper costs weighed very heavily. It was therefore indispensable that every effort be made to reduce book paper costs, if the industry was to thrive.

C. PROMOTION AND DISTRIBUTION

164. As a preface to its consideration of measures to increase the national distribution of books, the meeting devoted considerable attention to the problem of developing the reading habit. The working papers on the subject dealt with ways in which the reading habit could be instilled, on the one hand by book promotion, and on the other by the educational system. Many participants affirmed that action to help build a reading public was a prerequisite to the entire book development programme, and the following measures, suggested in a working paper, could be employed with advantage:

(i) more concerted effort to promote literacy and keep literates supplied with adequate reading materials; (ii) training in better utilization of school libraries for school-teachers and librarians; (iii) expansion of the public library network and introduction of home library and book club schemes; (iv) more frequent book festivals and book exhibitions; (v) training in persuasive bookselling; (vi) adequate and regular supply of information about books, through magazines or functional bibliographies etc.; (vii) provision of inexpensive reading materials (e.g. paperbacks etc.).

165. A number of speakers made the point that it was of crucial importance to inculcate the reading habit among young people because they were the book consumers of the future. Once a child became a reader, he remained one for life. This should be borne in mind by educationists, librarians, book publishers and all others concerned.

166. The author of one working paper noted that it was vital to produce children's books that were attractive in appearance, entertaining in content and available at a price within the budget limits of schools, parents and even the children themselves. A corollary emphasized by many speakers was the rôle of the children's library. Examples were cited of countries in which these libraries had taken the initiative in promoting readership campaigns.

167. Among the promotional measures that might be taken, widespread advertising was recommended. Newspapers, posters, radio and television should be used fully to promote readership, library attendance and book sales. Speakers also mentioned the necessity of improving illustrations in books.

168. One participant suggested that there should be an international biennale, held under Unesco's auspices, at which there would be an exhibition of illustrations for children's literature with prizes awarded for the most meritorious children's books.

(1) Bookselling

169. The expansion of Asian publishing - and, above all, the attempt to achieve mass production of paperbacks - would require a parallel improvement in book distribution channels throughout the region. Low as present supply might be, the meeting noted that existing distribution facilities were inadequate to cope with it.

170. It was in the rural districts that distribution facilities were most unsatisfactory, a situation which was all the more disturbing in that these districts encompassed so high a proportion of Asia's population.

171. Accordingly, participants first turned their attention to the problem of transport.

172. The obstacles to the circulation of books in the remote districts derived from the transport problem as a whole. Poor or non-existent roads and railway networks offering far too limited a service, combined with high transport costs and postal rates, meant that the potential rural readership had limited access to supply sources.

173. The distances between centres of production and centres of distribution were generally very great and this made it advisable for governments and others concerned to review fully the problems of book transport.

174. In the course of discussion, many participants drew attention to the critical importance of low postal rates for the internal dispatch of books. While several countries in the region offered some concessions, it was felt that these would have to be considerably extended if the post were to become a major and effective channel for the mass distribution of books. High postal rates were a primary obstacle to the dispatch of books to those rural areas which were the most populous. The example was cited of one vast Asian country in which the price of paperbacks was doubled for rural readers as a result of postal charges.

175. The objective which one speaker fixed was for the book to enjoy the same advantageous postal rates already accorded to newspapers. It was also felt that a more liberal approach might be adopted in regard to weight limits for the postal dispatch of book parcels. A system permitting the internal bulk mailing of books in bags would represent a major advance.

176. Participants noted that Unesco had been working for some time with the Universal Postal Union to help secure lower rates and improved facilities for the postal dispatch of printed matter. The meeting considered that this was a key activity and urged that it be vigorously pursued.

177. The meeting took the position that the key element in distribution, in urban and rural areas alike, was the development of an adequate network of book shops. In this connexion, it considered that the retail trade could not be expected to flourish until bookselling was recognized as a profession in its own right and unless this was coupled with appropriate provision for the training of booksellers.

178. A number of participants stressed the importance of developing bookselling as an activity separate from publishing. It was felt that a combined operation, while it might be necessary in an initial phase, should be discarded as soon as the evolution of a country's book trade made it possible to do so.

179. Many speakers affirmed that the development of the book trade depended on improved selling methods, more attractive shops and the provision of a wider selection of titles appealing to the needs and tastes of the new reading public. The tendency for extremely small, competing book shops to be concentrated in single areas of the cities was deplored by one participant, who urged that booksellers be encouraged to open shops in new locations in line with the need for the trade to seek customers actively instead of simply waiting for them.

180. A number of speakers emphasized the need to secure new outlets for book sales, particularly in such places of community congregation as restaurants, general stores, fairs, festivals and the like. Examples were cited of a few countries in the region where these methods had achieved great success. A working paper suggested a mobile book shop similar to the familiar library book mobile as a useful service for reaching a new book-purchasing audience.

181. The expansion of the book shop network in each of the Asian countries was felt to be in part dependent on government readiness to provide the private sector with credits and other facilities for the setting up of book shops. Local authorities should also be encouraged to furnish sites or premises for book shops on especially easy terms. A related problem was that of securing credit for current business operations.

182. Considerable opposition to the utilization of the "tender system" for purchasing books was expressed during the meeting since it was felt that this undermined the fixed price system and harmed the interests of good booksellers.

183. Several speakers gave support to the idea of negotiating "net book agreements" to overcome unbridled price cutting and resulting unfair competition. It was pointed out that in a number of countries where legislation restricted the formation of cartels, an exception had nevertheless been made to permit this kind of agreement in the book trade. One speaker recommended that Unesco lend its support to the application of the "net book agreement" principle in Asia.

184. There was considerable discussion of the question of institutional sales. A healthy book trade would require the participation of local book shops in sales to libraries and, whenever possible, to schools.

185. The question of the distribution of textbooks was explored. It was suggested that where local conditions governing the supply of textbooks permitted, they could be distributed through book stores from government-approved lists.

186. The development of book shops should go hand in hand with that of libraries. Experience had shown that borrowers of books become purchasers as well and that over the counter sales to individuals could be expected to increase along with institutional sales to developing school and public libraries.

187. Turning from the retail to the wholesale side of book distribution, the meeting observed that no genuine wholesale structure existed in the region. Booksellers at present frequently sought to keep import discounts to themselves by acting as wholesalers while, conversely, publishers acted as their own booksellers and were reluctant to handle titles produced by other houses.

188. The formation of central distribution centres was recommended and it was emphasized that these should be encouraged to distribute locally-published as well as foreign books.

189. Attention was called to the need for the preparation of accurate, up-to-date annotated directories of the Asian book trade, on a regional or national basis, to facilitate the placing of orders by retail book shops and institutions.

(2) Libraries

190. The multiplication and expansion of libraries could contribute significantly to creating a base for the entire book industry. As indicated in a working paper, 80 per cent of children's books published in the United Kingdom and perhaps 90 per cent of those in the United States were sold to libraries.

191. The meeting wished to record its strong support for the following recommendations, which had been advanced in a working paper and which it felt were of great importance:

192. (i) An integrated plan for library development should be adopted by each country as a part of its programme for social and economic development and should be included in the national plan. The meeting attached the greatest importance to this recommendation, considering that overall planning under expert direction was the necessary first step in effective library organization. The inclusion of libraries in the national development plans could, it was pointed out, assure the stable financing without which there could be no orderly development through established priorities. The meeting accordingly welcomed the Unesco project to hold a regional meeting in Asia in 1967-1968 on the planning of library services. Such a meeting might usefully draw up long-term regional targets for library development in Asia.

193. (ii) A survey of services currently offered by different types of libraries should be undertaken by each country before the formulation of a national plan.

194. (iii) Minimum standards of service should be established for the various kinds of libraries such as national, university, school and public.

195. (iv) Where necessary, legislation to facilitate the development of libraries should be adopted and provision made to assure adequate financing by local, regional and national authorities. It was recommended that a percentage of the national budget for education be spent on libraries.

196. (v) Facilities for study in library science should be available in each country or group of countries. Participants pointed out the acute need for fully-trained professional staff to provide leadership for development plans and the necessity for special courses to prepare teachers and others to oversee school and rural libraries.

197. (vi) The possibility of organizing book purchases for libraries on a co-operative basis through co-operative societies should be explored. A centralized system for processing library materials should be used whenever feasible. Inter-library loans should be practised widely to avoid duplication of seldom-used materials and to conserve limited financial resources.

198. (vii) Library associations should be consulted by governments on technical matters and should be represented on government-sponsored organizations interested in library development and book production.

199. (viii) All restrictions on the use of library services such as cash deposits, subscription charges and closed access should be removed.

200. (ix) Librarians should not be held responsible for any losses incurred in the book collection. These should be treated as part of the cost of service.

201. (x) Book selection tools such as national bibliographies and publishers' catalogues should be issued regularly. Unesco was urged during the discussion to organize a small meeting of experts to establish practical methods for the compilation and publication of national bibliographies. These were recognized by the meeting as potentially of very valuable assistance to all aspects of the distribution problem.

202. (xi) Information and documentation services to special groups in the community, such as industrialists and business men, might be provided.

203. (xii) Foreign exchange should be made available more liberally for the purchase of books, periodicals and library equipment.

204. (xiii) Programmes promoting literacy and cultural activities should form an integral part of library service.

205. (xiv) An organization should be established in each country, to provide a common platform for the exchange of ideas and experience among writers, illustrators, printers, binders, publishers, booksellers and librarians.

206. (xv) Writers and publishers should keep in touch with librarians to learn the expressed and potential demand for reading materials.

207. (xvi) Expert guidance should be available for the planning and implementation of development schemes to ensure the wiser use of public funds in such matters as library buildings.

208. (xvii) Teaching methods in Asian schools should be reviewed to increase the emphasis on reading assignments, seminars and tutorial classes, since the widely employed lecture method did not demand enough individual reading of the student.

209. Having completed their review of the above recommendations, participants agreed that the following five areas were of particular importance and should receive priority attention: (1) planning for library development; (2) legislative action; (3) training in librarianship; (4) library service for children, which should be a first objective; and (5) library service to rural areas, which was of great importance considering the vast rural population of many Asian countries. On the last point, it was recognized that the problems of transport and the provision of well-staffed and well-stocked central supply points had first to be solved. It was felt that at the earliest possible date, book mobile deposit box systems and other methods should be introduced to serve the new reading public.

(3) Book promotion

210. The meeting considered that in addition to a more highly organized book trade and the creation of an effective library network, the large-scale distribution of books needed to be stimulated by further promotional activities designed to stimulate awareness of the importance of books among the general public.

211. It was suggested that the most effective organism for planning and co-ordination of book promotion activities would be a national book centre or trust of the type already functioning in several countries of the region and composed of representatives drawn from the entire book community.

212. A number of participants spoke enthusiastically about the results obtained from book festivals which were generally supported by publishers, booksellers, librarians, teachers, etc. It was stressed at the meeting that such festivals should include arrangements for immediate retail sales and should be extensively publicized in advance through newspaper advertisements, posters and radio and television announcements. The meeting was informed that special discount arrangements for book purchases during the festival period had been made in Pakistan and Ceylon. This method of promotion had been successfully tried in other countries of the region as well, including Thailand and Indonesia. It was estimated that book consumption rose by 5 per cent after a recent festival in Pakistan.

213. One speaker reported that the annual "book day" begun in Ceylon in 1959 was now evolving towards a "book month". The festival period had been used in Thailand for a broad range of activities including the awards of Unesco prizes to authors.

214. The meeting recommended that an annual "world book day" or "world book week" be established under the sponsorship of Unesco. Unesco might also assist Asian countries in the organization of national book weeks.

215. Several participants mentioned successful promotion activities undertaken through the mass media. Book reviews and story-telling on radio and television had helped to promote book consciousness. Some speakers felt that increased investment in newspaper advertising would result in substantially increased sales.

216. The absence in most Asian countries of up-to-date bibliographic material including announcements of new books was felt to be a serious hindrance to publishers, booksellers and the potential reading public. Associations of publishers, as well as national book centres, were urged to prepare simple, joint catalogues and finding lists of books, at least until national bibliographies were available. Such a list of 2,000 books in print had been prepared in Pakistan. The value of lists in special subject areas, prepared either by publishers or libraries, was stressed. India, Singapore and Thailand were among the countries actively producing lists of various kinds which had proved their usefulness as a book promotion method.

217. The effectiveness of book clubs or "home libraries" was mentioned by several participants. Home library plans, adapted from the book clubs familiar in western countries, were introduced in India in 1960 and had met with considerable success. One such plan now had 50,000 subscribers. Extremely high postal rates and unreliable postal services in some countries of the region were mentioned as barriers to the success of these schemes.

218. It was reported that "readers' clubs" of various kinds were meeting with considerable success. These had most often been introduced where library service was firmly established. In Iran and Singapore they often took the form of book discussion groups.

219. The meeting noted that in many countries where textbooks were not given free to every pupil, needy children were being supplied with textbooks and reading materials by philanthropic associations, parent-teacher associations of schools and other non-governmental bodies as well as by the governments themselves.

D. THE INTERNATIONAL FLOW OF BOOKS

220. The meeting had an animated discussion on the problems of increasing the flow of books across frontiers. The subject was dealt with from the points of view of (1) trade barriers, (2) translation, and (3) copyright.

221. A number of speakers emphasized the need for an unimpeded flow of books not only between Asia and the rest of the world, but also between the Asian countries themselves.

222. The meeting stressed that Unesco could perform a very valuable rôle by helping to ease the free flow of books and of materials needed for the manufacture of books.

(1) Trade barriers

223. At present, imports of books in the developing countries of Asia were about one quarter of the region's output. Moreover, the region was substantially dependent on imports for its supply of printing paper and other materials for book production.

224. These high ratios of importation confronted Asian countries with the problem of reconciling the need to conserve scarce foreign exchange and the need to look abroad for books and for materials for the manufacture of books.

225. While recognizing that Asian countries were inevitably concerned with husbanding their foreign currency reserves, the exports none the less felt that governments should display greater readiness to provide foreign exchange for the importation of books. This was felt to be all the more valid in that the amounts involved were relatively small when compared to the tremendous advantage which could be derived from books in respect of Asia's overall economic and social progress. It was also noted that the foreign exchange shortage had hampered the flow of books under low-priced book schemes sponsored by bilateral assistance programmes.

226. A first step in remedial action was the Unesco Agreement on the Importation of Educational, Scientific and Cultural Materials which exempted books from customs duties and provided for the granting of foreign exchange for the importation of books by public libraries.

227. The meeting also urged wider application of the Unesco International Coupon Scheme whereby books from abroad may be purchased in the national currency, thus helping to overcome the foreign exchange difficulty.

228. The experts considered that measures to ease the importation of books should include the abolition of cumbersome and complicated administrative procedures. It was felt that in some countires books had, so to speak, been submerged in the general system of import controls. Special concessions for books should be introduced and these should be administered as simply as possible.

229. The meeting attached great importance to the importation of the materials required for domestic production of books, ranging from papers, ink and adhesives to typemetal and matrices. The meeting urged that everything possible should be done by the competent national, regional or international agencies to facilitate the free flow of all such materials.

(2) Translation

230. The point was made by a number of speakers, as well as by the author of the working paper on the subject, that there was an increasing need for good translators in order to keep pace with the broadening interests of the reading public and the growth of the book industry.

231. The experts took the view that insufficient attention had been given to the importance of translators. The problem should be dealt with systematically in order to provide adequate facilities for the translation of fiction, biography, drama, etc., in addition to scientific and technical works.

232. It was pointed out that while there was an increasing insistence on the use of local languages in the region, it was necessary to have a "contact language" for communication between the Asian countries. This was also necessary for the dissemination of information about books among Asian countries and other regions.

233. Unesco was urged by several speakers to organize a meeting in the region which would consider the terminological and other problems involved in ensuring high-quality translation. The suggestion was also made that translation bureaux might be set up in each country.

234. On the subject of translations and the free flow of information generally, a number of experts insisted on the fact that this was a two-way process. It was not merely a question of Asia importing what it needed but of making a direct contribution to the literature available in other countries. The meeting had already noted the keen and growing interest displayed by the West in Asia's literary and philosophical tradition and felt that it was in the highest degree desirable to facilitate access to this tradition and to the work being produced by contemporary Asian writers and thinkers, which was frequently too little known outside the region.

(3) Copyright

235. Discussion on this subject began with consideration of the Universal Copyright Convention. Speakers explored the advantages and disadvantages for the Asian countries of adherence to the Convention.

236. One speaker affirmed that the problem was not so much that of paying the royalties but of the time-consuming and frustrating administrative process involved. He suggested that, for the time being, publishers in the advanced countries should simply forego royalties. Another speaker suggested that Unesco might facilitate this by making available to authors' societies information on concessions which they and their publishers might consider so as to further book development in Asia and other developing regions.

237. Other speakers referred to the generally understanding attitude shown by publishers in the major book-producing countries over the granting of publication rights. It was suggested that they might consider producing lists of books for which translation rights could be granted by a simple exchange of letters.

238. The meeting considered that Unesco might usefully serve as a clearing house for information on works available for translation. The Organization might also act as an intermediary in the negotiation of publication rights at minimum fees.

E. TRAINING, RESEARCH AND PROFESSIONAL ASSOCIATIONS

(1) Training

239. On this subject, as on research and professional associations, the meeting had occasion to refer to the points at issue throughout its discussion and was able therefore to deal with these items expeditiously.

240. The meeting agreed that a genuinely comprehensive and systematic programme of training covering every aspect of publishing was necessary.

241. In analysing the sectors in which training would be required, a working paper observed that the most important single area of responsibility was that of the editor in charge of planning and supervising the production of a book. It was he who could give the author or illustrator some at least of the technical knowledge required and could oversee the printing process. While a period of in-service training or study courses with foreign publishing houses was one possibility for training, the large number of trained editors required made institutionalized training in the region a more practical long-term solution.

242. The training of authors was mainly a matter of familiarizing them with the tastes and requirements of the readership sought. None the less, writers needed some understanding of the technical and economic aspects of publishing if they were to produce acceptable manuscripts. Training could take the form of occasional workshops similar to those organized in the past under Unesco auspices.

243. A number of speakers observed that insufficient attention had been paid to training for translators, who had so vital a rôle to play. One participant suggested that universities establish courses in book translation, possibly as part of existing institutes for interpreters and translators, and that Unesco should propound this idea.

244. Turning to the question of design and illustration, a working paper suggested that graphic arts centres, offering instruction in the creative and technical aspects of book production and printing, be established in the region.

245. Concerning the training of production personnel, it was suggested that, in the face of the imminent problems of mechanization in the industry, training should be directed towards the acquisition of specialized skills; it should emphasize scientific knowledge and ensure that the trainees themselves appreciated the need for adequate qualifications.

246. The instruction of distribution and sales personnel should consist largely of on-the-job training, although short courses on public relations and sales activities were also desirable. These could not be satisfactorily organized until a systematic analysis of publicity and sales problems had been carried out.

247. Since libraries represented one of the main links in the chain of distribution, the meeting felt that training facilities for librarians should be provided in countries which did not have them and that existing schools should, when necessary, review and adapt their programmes to ensure that librarians made the maximum contribution to development aims.

248. Another key element in the distribution process was the retail trade and a working paper insisted that a thorough knowledge of that profession could only be acquired through practical training and demonstration. This could best be provided through a network of strategically located "model book shops" where training might be given to salesmen for periods of at least three months. The meeting was informed that the British Book Development Programme was willing to assist a "model book shop" in an Asian country.

249. It was recognized by the meeting that training abroad was often necessary at this stage, but it was pointed out that training facilities within the country or the region would permit instruction of larger numbers of students, the use of local expertise and provision of training fully applicable to local needs.

250. One speaker proposed the establishment in an Asian country of an institute for publishing which might benefit from outside aid. Several participants also recommended the creation of an Asian graphic arts institute which would deal both with the training of personnel and with research in the graphic arts.

251. A number of speakers paid tribute to the work of Franklin Book Programs, Inc., a non-profit organization for international book publishing development, with branches in Asia and other parts of the world. In addition to its publishing activities, this organization offered valuable training opportunities and was considered to be making an important contribution to book development.

252. Offers of training opportunities referred to during the discussion included the following:

A short course of two to three months on book publishing and distribution was being planned by the British Council. Attention was also called to the Council's established programme of library training in Great Britain.

In-service experience in librarianship, including children's librarianship and reference services, under the auspices of the Colombo Plan was available to additional trainees at the National Library of Singapore.

A university diploma course on publishing being conducted in Czechoslovakia would welcome students from Asian countries.

253. Training for publishers and librarians was now being provided by a number of industrialized countries, for nationals of Asian countries. Additional bilateral arrangements were considered possible and desirable.

(2) Research

254. The author of the working paper on the subject said that training - and indeed the publishing industry as such - was dependent on a systematic programme of research. This, however, could not be carried out in a void, so that abstract studies had to be backed up by research through operational programmes. In other words, academic surveys by demographers, economists, educationists, etc. had to go hand-in-hand with practical pilot programmes carried out by librarians, booksellers, printers and publishers.

255. Research subjects could be broadly broken down into three categories: (1) book use, including the interests of schools, libraries, mass education programmes and all other forms of reading development; (2) physical production; and (3) publishing, including all aspects of distribution for sale.

256. It was pointed out, however, that this division was inevitably artificial and that the three categories in fact overlapped while research fields might equally have been separated under ideas, manpower, equipment, materials and capital. These latter elements, in any case, had to be borne in mind in any consideration of future research.

257. One field in which the author of the working paper saw a particular need for research concerned the design of type-faces for the non-Latin scripts used throughout Asia. Manufacturers of metal-type casters and film-setting equipment who produced the matrices could be asked to develop their series of non-Latin scripts but their interest in doing so would necessarily be limited by commercial considerations. The graphic arts centres mentioned earlier could accordingly make a vital contribution to solving this problem and, more specifically, could concentrate on the design of larger scripts which were especially desirable in the composition of books for children and new literates.

(3) Professional associations

258. As was emphasized in one of the working papers before the meeting, "without an infrastructure of active professional associations which in turn develop sustained inter-professional collaboration no substantial change in South Asia's struggling book industry can be expected". The experts endorsed the view that the need for such co-operation was self-evident in an industry involving so wide a range of different professions.

259. Only through professional associations could the various sectors obtain a proper understanding of each other's problems and hence contribute to the growth of a healthy publishing trade. They could and should provide a source of support and advice for training and research programmes; their most effective contribution to the solidity and vigour of the industry would lie precisely in the protection of their own members' rights and interests.

260. Joint committees or joint action by publishers' associations and authors' associations, for instance, represented the best machinery for negotiating rates of payment, observance of copyright provisions, lending-library terms, etc., while also undertaking such ancillary activities as the awarding of literary prizes, the safeguarding of literary freedom and the welfare of author's dependants. This was also a matter which might be taken up by national book councils.

261. Similarly, publishers' and printers' associations were indispensable to the establishment of standards for commercial agreements, the provision of satisfactory working conditions and the organization of trade promotion.

262. Protection of their members' interests did not, however, mean that the associations would conflict with each other. On the contrary, apart from developing an appreciation of the difficulties confronting other sectors of the industry, the associations would frequently have occasion to combine forces - in the field of public relations, for example, or in the matter of legislation affecting the book trade.

263. It was felt that Unesco was to be commended for working closely with the professional associations. The Organization could play a highly important rôle in promoting the establishment and growth of such associations in developing countries and in assisting them to form links with similar groups in the rest of the world.

264. The observer of the International Publishers Association, which was represented by its President, drew the attention of the meeting to the establishment by the I.P.A. of an educational group which had been working closely with Unesco in the programme of book development. He reported that a number of associations in developing countries had recently joined the I.P.A. and he gave an account of plans for the next congress of the Association to be held in 1968 in Amsterdam.

II. CONCLUSIONS AND SUGGESTIONS

Introduction

265. The meeting noted that the thirteenth session of the General Conference of Unesco had called for a co-ordinated programme of book development in Asia, as well as for other developing regions (resolution 4.12). It further noted with satisfaction that the Director-General intended to present a report on this programme, to the fourteenth session of the General Conference in October/November 1966, in which he contemplated taking into account the conclusions and suggestions of the present meeting.

266. Participants wished at the outset to record their conviction, which had been deepended by the discussions and the working papers, that a concerted book development programme for Asia would be of truly fundamental importance to progress in the region. Books were essential to all forms of economic and social development.

267. The meeting therefore commended strongly to all concerned the suggestions for book development in Asia set forth in the foregoing sections of this report.

268. The central thesis of the meeting was the need for a systematic plan for the development of book production and distribution in the countries of Asia.

269. Before responding to the invitation of the Director-General for suggestions as to Unesco's own programme, the meeting wished therefore to summarize the main lines of the action proposed for the planning of book development in Asia.

A. PLANNING OF BOOK DEVELOPMENT

270. Books should be a carefully planned and fully integrated component of each nation's overall development effort. The meeting felt therefore that systematic planning was required at the national level.

271. This planning, the meeting believed, might be facilitated by the establishment of tentative minimum targets for the expansion of book supply in the region, from now to 1980. These targets would need to be adapted subsequently, in line with each national situation.

272. As a preliminary, the meeting had reviewed the situation of book supply in the region. The most recent data available, for 1964, showed that the 18 developing countries of Asia - with 28 per cent of the world's population - were producing about 7.3 per cent of the world's total of book titles, and 2.6 per cent of the world's total number of copies of books. Textbooks represented about half of the total book supply. Only 10.6 per cent of the region's production of book titles dealt with pure or applied sciences, and Asian books, in general, were not adapted to development needs. One quarter of the region's book supply was imported.

273. These figures suggested that the region's book supply did not exceed the equivalent of two 16-page book sections per person per year - that is, 32 book pages.

274. There existed, as a result, two acute book gaps:

275. The first was an international gap. Book consumption in the region was no more than one-thirtieth to one-sixtieth of that in the highly industrialized nations.

276. The second was the even more serious gap, within the Asian developing countries themselves, between book needs and book supply. This shortage was most serious in the matter of textbooks, the supply of which was estimated at one 16-page book section per person per year, as compared with 48 pages needed. The supply of textbooks was therefore only one-third of requirements.

277. The meeting believed that two targets might possibly be envisaged for the development of book supplies in the region. It wished, however, at the outset to stress the tentative nature of the targets, which were subject to further study.

(i) The first target would be applicable to books for education, including the literacy campaign. Here, the aim would be to increase the annual per capita supply of books from an estimated level of 16 pages per person per year, to 80 pages per person per year by 1980. The objective would be to reach this target at the earliest date and, if possible, by 1970.

(ii) A higher target might possibly take account not only of educational book needs, but of a concurrent increase in general publishing. Achievement of the objectives of the Asian Education Model including the eradication of illiteracy, would entail a considerable expansion in the per capita annual supply of general books. This supply might tentatively be expected by 1980 to reach a level of 80 pages per person per year, i.e. the same level as that foreseen for educational publishing.

278. Thus, the provisional minimum 1980 target for the supply of all books might be tentatively estimated at a total of 160 pages per person per year - or the equivalent of one 160-page book.

279. Attainment of these targets would require an expansion of book supply of at least 12.5 per cent annually, on an average, in the region as a whole. These however, were regional goals, and they would require adaptation according to the needs and possibilities of each country.

280. The meeting was of the opinion that the attainment of national book development targets, as formulated subsequently by each country, would be greatly facilitated by the establishment of adequate planning machinery at the local level. Such machinery would be needed to study in detail the complex and interrelated problems involved, ranging from publishing policy to procurement of equipment and supplies. This would also permit the available resources to be put to most effective use.

281. It was manifest that the structure and functions of national planning bodies would necessarily

vary from country to country. However, the meeting took note of the trend towards the establishment of national book councils, or trusts, which had already been set up in a number of Asian nations, and which had proved their usefulness. Participants felt that such bodies, possibly broadened in scope, might serve as the organization concerned with the planning of book development in the country. It was noted that, whatever form it took, the national organization should be broadly representative. Close co-operation between government and the book industry would enhance the practical value of the plans drawn up and facilitate their inclusion in the national programme for economic and social development.

282. As a special feature of planning, taking into account the particular importance of increasing the supply of educational books, the meeting recommended the setting up of national textbook institutes at the earliest possible date. Such institutes might assume a leading rôle in a "crash programme" to increase greatly the supply of books for in-school and out-of-school education, particularly in the period up to 1970, which would be critical in the development of education in Asia.

283. Participants stressed that the achievement of a substantial rate of expansion of book supply clearly implied a parallel increase in the financial resources required for this purpose. The problem of financing, already acute, was likely to become even more so with the launching of major programmes to expand domestic book industries. This was a key issue which should be pursued at the national level and to which the national book councils, or their equivalent, might give full attention.

284. A further aspect was the need for adequate low-interest financing for fixed capital investment. This was clearly a matter to which national development banks should give increased attention.

285. Improved credit facilities for recurring expenditure might also be sought from commercial banks, as well as State institutions specialized in short-term credit. National book councils might consider the possibility of establishing central book development funds, and credit unions or similar co-operative bodies able to provide temporary financing. Such credit facilities, even for relatively small sums, were indispensable in an industry characterized by seasonal fluctuations.

286. Bilateral aid programmes, the meeting felt, were an important factor in dealing with the problems involved in book development. Among the examples cited were gifts of printing equipment and book paper made in recent years to Asian countries. Assistance might be given in alleviating the acute foreign currency shortage now impeding the importation of books and of materials needed for the manufacture of books. In the course of the meeting, significant statements had been made on bilateral aid programmes. Among the participants from outside the region who had described their activities for book development were those from Australia, Czechoslovakia, the United Kingdom and the United States of America. The potential scope for bilateral assistance in all forms, the meeting concluded, was considerable.

287. Finally, with regard to international aid, the meeting noted with satisfaction that a number of international financial institutions had shown growing interest, in recent years, in the development of education. It suggested that as a further extension of this trend, the International Bank for Reconstruction and Development, as well as other international and regional development financing agencies, might consider the possibility of assisting the growth of book production in the Asian countries. In addition to loans for projects for the creation of book paper mills, for instance, which would help the book industry indirectly, the Bank might consider applications from governments for the development of the book industry.

288. In concluding the above summary on the central theme of planning of book development, the meeting again drew attention to the fact that its conclusions and suggestions on (1) production, (2) distribution and (3) the international flow of books were contained in the foregoing main body of its report.

B. SUGGESTIONS FOR UNESCO'S PROGRAMME

289. The meeting shared the view implicit in the decision taken by the General Conference, in resolution 4.12, that the time had come for Unesco to promote a concerted book development programme in the developing regions.

290. Book development, the meeting felt, was essential to the achievement of Unesco's aims. Indeed, it was vital to the attainment of many of the objectives of the entire United Nations system.

291. Accordingly, the meeting recommended that Unesco should have an administrative entity within the Secretariat specifically devoted to the problems of book development and capable of serving as a focal point for the Organization's activities in this field.

292. The meeting suggested that this entity should be equipped with adequate staff and resources so as to enable Unesco to play a central rôle in book development in its Member States, as envisaged in the resolution referred to above.

293. Before recording its suggestions for Unesco action on various aspects of book development, the meeting recognized that almost all of Unesco's programme served, by its very nature, to promote book readership. This was specially applicable to the Organization's activities for the expansion of education, and was certainly valid for Unesco's work in the fields of mass communication culture and science.

294. In Asia itself initiatives such as the far-reaching plans drawn up at Conferences of Ministers of Education of Asian Member States, the Teheran Conference on the Eradication of Illiteracy, and in connexion with the Karachi Reading Materials Centre, had contributed greatly to promoting book consciousness in the region. But the time had now come to focus attention specifically on book development. The meeting's suggestions for a Unesco programme in this field are set forth below.

(1) Planning

295. The main conclusion emerging from the meeting - that there was a need for systematic planning of book development in Asia - should be reflected in Unesco's own programme. This was particularly applicable to the implementation of Unesco's plans for the development of education in Asia to 1980, as embodied in the Asian Education Model. The quantitative and qualitative targets for educational publishing set forth in this report might be the basis for continuing study and research by Unesco's Regional Office for Education at Bangkok.

296. Similarly, Unesco's work for the eradication of illiteracy should make full allowance for the vast increase in the quantity of books needed for out-of-school education.

297. Thus, an examination might be made of the ways in which book publishing could be most effectively linked to the experimental literacy projects being carried out by the Organization in a number of countries. The results of these "case" studies might subsequently be reviewed by expert groups set up by Unesco in conjunction with the Literacy programme.

298. As a follow-up to the meeting's recommendation for the formulation of immediate and long-term national targets for book supply, Unesco should, if requested to do so, assist Member States in the drawing up of these targets and of the plans needed to achieve them.

299. The recommendation for the establishment and expansion of national book councils, set forth earlier in this report as being mainly the concern of Member States, should also be furthered as far as possible by Unesco. If invited to do so, the Organization should provide advice and assistance on the technical, legal, administrative and other problems involved in the setting up of such councils. It was felt that Unesco's assistance could be particularly helpful in making available to each country the experience of other countries, both inside and outside the region, with regard to the establishment of book councils or of comparable bodies.

300. The meeting considered that those directly concerned with the planning of book development in the Asian countries should have an opportunity at the earliest possible date to consult with each other on the formulation and implementation of national plans. Accordingly, the meeting recommended that, in its 1967-1968 programme, Unesco should provide for the convening in Asia of a meeting of book development planners. That meeting would also provide an initial opportunity for review of the recommendations contained in the present report.

301. Finally, the participants noted with great satisfaction that, as an immediate follow-up to the

Tokyo meeting, Unesco was making available to Member States in the region, upon request, the service of consultants to advise on national book development plans. The meeting urged that as many Member States as possible should avail themselves of this offer and that the consultants' missions should be the occasion in each country for an initial top-level discussion of action to implement the proposals of the Tokyo meeting. The meeting unanimously endorsed this plan for national consultations on book development.

302. The meeting had considered the various sources of financing of book development programmes.

303. On the national level, the meeting felt that Unesco might play a technical rôle in helping to assess the financial implications of book development programmes. Thus, the existing Unesco missions to assist government officials with educational financing problems might, upon request, help Member States in taking account of the need of books for in-school and out-of-school education.

304. With regard to bilateral aid, the meeting endorsed the view that Unesco could help to ensure that aid programmes for book development were shaped to meet the changing needs of the developing countries of Asia. The Organization should, first, serve as a clearing house for information on bilateral book activities in Asia. Second, it should respond to any request by the aid-giving nations to provide further opportunities to meet together under Unesco's auspices, thus extending the unique and valuable consultations initiated at Tokyo. Third, Unesco should in all ways seek to encourage and stimulate the granting of bilateral aid for the development of national publishing industries in Asia. One specific suggestion made was that Unesco might sponsor a "twinning of nations" in publishing, in which a developed country would lend special assistance to a particular developing nation in all aspects of book production and distribution.

305. Unesco should moreover play a central rôle in international aid for book development. The Organization should take the initiative in bringing Asian book problems to the attention of the International Bank for Reconstruction and Development or other international as well as regional and national development financing agencies, so as to encourage the granting of loans for the establishment and operation of domestic publishing enterprises.

306. Finally, as a means of highlighting the need for international assistance for book development in Asia, the meeting suggested that Unesco might submit the present report to the Economic and Social Council of the United Nations. It was noted that such an occasion might present itself in 1967 when the Commission on Human Rights was to examine the problems of development of the mass media in the developing regions. Books, the meeting felt, should have the same entitlement to international aid as that already accorded by the United Nations to the mass media of communication.

(2) Production

307. The expansion of domestic publishing industries, the meeting considered, should be furthered by the United Nations Development Programme, both in its Special Fund and Technical Assistance sectors. The Member States of the region and Unesco should attempt to ensure that the Development Programme was utilized as fully as possible for this purpose.

308. Upon the request of Member States, experts should be sent to advise on the planning and organization of all sectors of book production. Textbooks were an outstanding example of a field in which Unesco was particularly qualified to provide advice and assistance. Such assistance might be directed towards the establishment of national textbook institutes, designed to stimulate the production of books needed both for in-school and out-of-school education. Scholarly and scientific publishing, children's literature and pocket books were further examples of fields for possible technical assistance missions.

309. In addition to textbook institutes, experts might also serve to help establish other national institutions required. An example cited by the meeting was that of national translation bureaux, designed to promote the systematic translation of foreign works and to help establish translation standards. Another field in which Unesco might provide expert assistance was in the creation of organizations for the publication of national encyclopaedias, dictionaries and other standard reference works in national languages. A related activity might be assistance in devising systems of manuscript procurement.

310. The meeting noted with satisfaction that Unesco had helped to create scientific and technical documentation centres in a number of countries of the region. These centres, serving as a source of reference material for the preparation of textbooks and specialized publications, might usefully be extended to other countries.

311. Unesco was also invited to examine with Member States the feasibility of projects for book development that might enlist the aid of the United Nations Development Programme. For example, a study might be made with the Food and Agriculture Organization of the possibility of pre-investment studies being carried out, with the help of the Special Fund, on the development of book paper industries in the region. The Special Fund might also be asked to consider the proposal, mentioned earlier, for the establishment of graphic arts centres for training and research on the technical problems of book production in Asia.

312. The meeting noted with interest that for some years Unesco had been urging through GATT and other international trade bodies, the adoption of measures to ease the importation of paper, equipment and related materials needed for domestic publishing industries. Most recently, the Organization had been invited to submit to the United Nations Conference on Trade and Development in 1967, a report on measures to promote trade in educational and scientific materials. The meeting recommended that Unesco's report to the 1967 Conference should give due attention to measures to assist in the supply of materials needed to develop Asian publishing industries and that the Conference itself accord favourable consideration to this problem.

(3) Distribution

313. Recognizing that the success of book distribution systems would depend partly on public awareness of books (i.e. book promotion) the meeting felt that Unesco had a part to play here. It should give the maximum support to readership development through book festivals, book exhibitions, library weeks, home library schemes and the like. Special attention should be given to the possibility that Unesco sponsor a "world book day".

314. Noting the work previously undertaken in the field of development of libraries, notably in the Delhi Public Library Pilot Project, the meeting urged Unesco to intensify its efforts in the development of libraries in Asian Member States. Unesco might in particular assist in the drawing up of long-term targets for library development in Asia. To this end, it might convene a meeting to take place in an Asian country on the planning of library services - including children's libraries - on a national basis, as an integral part of overall educational, cultural and social development. Special attention should be given to the establishment of national plans of library service as a part of national educational planning.

315. Unesco should intensify its efforts to find practical solutions for Member States in the compilation of complete current national bibliographies. The meeting recommended the organization of a small meeting of experts to establish practical methods of compilation and publication.

316. Recognizing that, notwithstanding the programme for development of domestic publishing industries, the free flow of books from abroad continued to be of vital importance, the meeting urged Unesco to pursue this objective vigorously.

317. It was noted that the Organization was convening a meeting in the autumn of 1967 to review the Agreement on the Importation of Educational, Scientific and Cultural Materials, which provided duty-free entry and other trade facilities for the importation of books. The participants urged that the 1967 meeting make a special effort to facilitate the adherence of all Asian countries to the Agreement.

318. Unesco was also invited to renew its efforts to ease the flow of books through the other agreements and arrangements concluded under its auspices, namely the Universal Copyright Convention; the Convention concerning the International Exchange of Publications; the Convention concerning the Exchange of Official Publications and Government Documents between States; and the International Coupon Scheme.

319. Unesco might consider the establishment of a clearing house which could help the developing countries in the procurement of translation rights and copyright.

320. Finally, on the question of the transport of books, both nationally and internationally, the meeting strongly urged Unesco to pursue its work with the Universal Postal Union to secure the lowest postal rates and maximum facilities for books. The International Air Transport Association and the International Railway Union might similarly be invited to consider this question.

(4) Training

321. Unesco should promote training opportunities in the whole of the book field. Noting that there was a constant growth in training opportunities of all kinds but a dearth of information about them, the meeting urged Unesco to serve as a centre for information on this subject. The Organization should also encourage this trend on the part of Member States to provide training opportunities.

322. Unesco itself should also conduct a systematic training programme in selected fields to produce the necessary specialists and technicians. To this end, a series of workshops might be arranged for training in the managerial, editorial, distribution and other sectors of the industry. Such workshops might be held successively in different Member States of the region, and should have a minimum duration of three months. Unesco should provide fellowships for participants. The procedure for the selection of fellows should include consultation with the interested professional organizations.

323. Training in authorship, particularly for the preparation of textbooks and science teaching materials, might be a field of particular interest to Unesco.

324. Unesco should study the possibility of establishing a broadly-based Asian Book Development Institute. There was also a need for an Asian Graphic Arts Centre designed to train graphic arts teaching staff and undertake research on the problems of book production in Asian national languages. Attention should be paid to the promotion of in-service training through inter-Asian exchanges.

(5) Research

325. The meeting considered that Unesco could serve as a catalyst for national research. The Organization should provide documentation required and the means for exchanging national studies and other data.

326. In its own research programmes, Unesco might give particular attention to readership analysis and to comparative studies on book development.

327. Unesco might convene an Asian seminar on the problem of organizing the translation of books into local Asian languages on an expanded basis. Particular attention might be given to the problems posed by the translation of scientific and technical books.

328. Wherever possible, Unesco should itself publish or arrange for the publication of studies on book development. In this connexion, the meeting noted with satisfaction that there was a prospect that Unesco might arrange for publication of a study based on the report and working papers of the present meeting.

(6) Professional organizations

329. The meeting noted with satisfaction that Unesco had a long-standing and close working relationship with professional organizations in the book field, including the International Publishers Association, the International Community of Booksellers Associations, and International PEN Club. Unesco was urged to promote the establishment and development of national professional organizations of the book trade in the countries of the region. Unesco should seek to enlist the knowledge and advice of the professional organizations in the carrying out of its entire book development programme.

(7) Unesco's regional project for provision of reading materials in South Asia

330. The meeting noted the documentation on the regional project for the provision of reading

ANNEX / ANNEXE

LIST OF PARTICIPANTS
LISTE DES PARTICIPANTS

Names and titles in the following lists are reproduced as handed in to the Secretariat by the delegations concerned. Names are shown in the English alphabetical order.

Les noms et titres qui figurent dans les listes ci-après sont reproduits dans la forme où ils ont été communiqués au Secrétariat par les délégations intéressées. Les noms sont mentionnés dans l'ordre alphabétique anglais.

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